

THE LABOUR ORGANISER

No. 24

OCTOBER, 1922

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DODD, CAISTER-ON-SEA.

OUT OF THE RUT

IDEAS AND ACTIVITIES IN BRIEF.

The idea that handbills or "throw-aways" must be cheap, and therefore must be nasty, dies hard. We are simply sick of the dirtily printed and badly-got-up handbill that is still made use of by the hundred thousand in our own and other Movements, and we deplore again and again the lack of effectiveness and the waste of money that these things entail. It is therefore refreshing to occasionally get evidence that some Labour agents, at any rate, are up-to-date in their ideas in this respect, and for some tips upon this subject I would refer them to the articles now appearing in the "Labour Organiser" on "What an agent should know about Printing."

We recently saw an effective little handbill produced by Mr. H. Stephens,

of King's Lynn, reproducing a Horrabin drawing to considerable effect. The illustrated handbill has received encouragement in our columns before and need cost but little more than the ordinary handbill, yet it is twice as effective and lends itself to original drafting. We regret that we are unable to produce here the handbill under notice, but we reproduce below another handbill which exhibits originality in another way, and is a good example of an effective throwaway on modern lines. Note that the shape does not conform to the orthodox.

WAGES ARE STILL FALLING

Since the beginning of 1922, 7,150,000 workpeople have suffered a net reduction of over £2,700,000 in their weekly wages. :: :: ::

DOES THIS INCREASE EMPLOYMENT?

Come and hear this question answered at the :: ::

Labour Meeting

AT THE BROAD WALKS
GATES, KING'S LYNN, AT
:: 7.30 TO-MORROW ::
(SATURDAY) night

BY

Mr. J. W. RABY

AND

Mr. H. STEPHENS

(Labour Agent).

QUESTIONS AND DISCUSSION.

The Nottingham Labour Party appear to be getting over the bad patch the Party struck a year or two ago, and Labour is certainly improving its position in the "lace city." Below is a circular just issued by the organising secretary, Mr. R. Bury, of 26, Lister Gate, Nottingham, which discloses several well-considered suggestions and a model line of procedure, the observation of which should be useful in other quarters.

MUNICIPAL ELECTIONS, 1922.

Dear Comrade,

You are cordially invited to attend a Special Election Committee composed of Labour Party Executive, Council Group, Candidates and Agents, and Division and Ward Secretaries.

The meeting will be held in
on at p.m.

The following recommendations will be considered:—

1. To issue a general Municipal Programme containing our "policy" on municipal matters, and also our immediate proposals on (a) Housing (and rating of empty houses to compel letting of same); (b) Unemployment (municipal schemes); (c) Reduction of Gas Prices (instead of "profiteering" to subsidise commercial concerns); (d) Therm System; (e) to acquire additional Trading Powers for our own Authority—or jointly with other authorities—to be used as a lever against Rings, Trusts, and Combines in Coal, Milk, and other commodities; (f) to establish the principle of Municipal Service instead of Municipal Profiteering.

Note.—It is suggested that a "programme" on these lines should be issued from the Central Office in addition to each election address.

2. To discuss and suggest the most effective "appeal" for election addresses—not binding—but for mutual help, e.g., Individual Records of Retiring Candidates, Records of Council Group Activities, Individual Proposals, etc.
3. New Methods, Economising by Joint or Bulk Buying of Supplies—canvass cards, envelopes, certain wall bills, cartoons, etc.

4. The "mapping out" of "Principal Meetings" (I would suggest that at least one large and well-advertised meeting in each ward, if arranged for the most effective date, would enthruse workers and gain supporters).

5. Best ways and means of getting Branch and individual help from Trade Unions.

6. YOUR OWN SUGGESTIONS.

Yours fraternally,

R. BURY.

In many Divisions the record of the opposing M.P. is being sedulously preserved for presentation to the electors and attack thereon at the General Election. We believe, of course, that there is virtue in keeping one's powder dry, but we are not at all sure that the holding up of much matter for attack is the right policy, and therefore we commend the action of the Royton Divisional Party (whose agent is Mr. W. H. Barton, Trades Hall, Littleborough), who have published the damning record of Mr. W. H. Sugden, M.P., in circular form. There is an improved presentation of the indictment to that ordinarily adopted, in that the headings are appositely chosen; thus we get a heading "Interesting to Women," and another "Interesting to Men," and others, "Interesting to Cotton Workers," "Interesting to Unemployment Insurance Contributors," "Interesting to Irish Constituents," "Interesting to Taxpayers," "WASTE," and so forth, and in each case Sugden's votes are a facer to electors who retain any faith in him.

We note that Mr. W. H. Hunt, who has now been appointed agent to the Maidstone Trades Council and Labour Party, makes good use of skeleton handbills, circulars and window bills. The specimens we have seen are exceedingly well got up and thoroughly attractive. By the way, Mr. Hugh Dalton, M.A., who fought the Cambridge by-election, is now the candidate for this constituency.

We reproduce below a striking registration poster published by the Stockport Co-operative Party, and printed in red ink. The effect was

somewhat fearsome and brought us back to the atmosphere that was common to us in 1916. However, the poster would be read and the argument therein is sound and effective. We hope it resulted in many claims.

Stockport Co-operative Party

IMPRISONMENT!

BANISHMENT!

EXECUTION!

These Penalties were imposed upon Reformers little more than 100 years ago because they demanded Votes for the common people. The price was paid, and the Votes are ours. See that your name is on the New Lists.

**NEW REGISTER APPEARS
JULY 15TH.**

If your name has been omitted, call on the Organiser, 31, Chestergate, Tuesday Evenings, between the hours of 6—7.

**MAKE A CALL BEFORE
JULY 31ST.**

The annual report to hand of the Bristol East Divisional Party bears evidence of very energetic work. It is interesting to note the importance which the Ward organisation has attained within the Party; also to see that strenuous efforts are being made to secure individual members and to touch the several thousand Trade Unionists and Co-operators who live in the constituency. Evidently the organisation is developing on up-to-date lines. The Bristol East Party has had the courage to seek and develop headquarters for its work, which include accommodation for the agent and facilities for whist drives, dances, and socials. The Women's Section also appears to be distinctly active, and is at present preparing for a sale of work on behalf of the Party. The agent is Mr. H. E. Rogers, of 84, Church Road, Redfield, Bristol.

HOW TO SECURE MORE POLLING STATIONS

By H. KEAR,
Labour Agent, Yeovil.

Labour organisers everywhere are faced by the problem of bringing their supporters to the poll. In rural constituencies this problem is aggravated through so many electors living at a considerable distance from their polling stations. The position was bad enough before 1918, but now, when women are on the Register, the difficulty is enormously increased.

A moment's reflection will show that, if all women electors had to walk three miles in order to vote, a large proportion of them would be unable to accomplish the feat because of certain definite handicaps, inapplicable in the case of men. Clearly the Labour Party suffers more than others in this respect, partly owing to lack of vehicles and partly owing to the fact that capitalist parties naturally prefer to hold General Elections in the winter. In many parts of the country the weather on the day of the 1918 General Election was wretched. I know one county division in which it was calculated that 500 votes were lost to the Labour candidate on that occasion through inadequate polling facilities. This question has not received the attention it deserves. Hence this article, which is the outcome of some considerable experience in obtaining improvements in this matter.

Section 31 of the Representation of the People Act, 1918, provides that all electors are to be given "such reasonable facilities for voting as are practicable in the circumstances." But Section 47 of the Corrupt and Illegal Practices Prevention Act, 1883, is more precise. It says: "So far as reasonably practicable, every elector resident in the county shall have his polling place within a distance not exceeding three miles from his residence, so, nevertheless, that a polling district need not in any case be constituted containing less than one hundred electors." (It may be noted here that a separate polling station has been secured for an isolated Cotswold village with only 70 voters.) The local authority which has the power to arrange the areas of polling districts and assign polling stations to them is

the County Council. Where, however, a reactionary County Council refuses to redress a grievance in this connection it is open to 30 electors in the constituency affected to carry the matter to the Home Office (Section 31 of the Representation of the People Act, 1918).

Various methods are adopted to bring to the notice of the County Council the necessity for increased polling facilities. A plan often advocated is that of securing the passing of resolutions by Parish Councils, asking for improvements. I have also known cases of individuals having set the ball rolling by writing to the County Council. A third way which is sometimes suggested is to approach the other Party agents with a view to a joint representation; but, speaking generally, Liberal and Conservative agents do not desire better treatment for working-class electors, for obvious reasons. My method is to organise a petition from the electors themselves. My reasons for preferring this are—Firstly, if the new station is established the Labour Party obtains the credit; secondly, the voters are reminded, even if in only a small way, that they, individually, have responsibilities; and, thirdly, there is a magnificent opportunity for house-to-house canvassing, because the request for signatures is not ostensibly connected with "Party" politics, and yet there are unlimited chances for propaganda. I always notify the reporters of the local Press when a petition is sent to the County Council, taking care that the public shall understand that the Labour Party has organised the effort.

As soon as the petition has been despatched, the Labour members on the County Council should get busy and see that the matter is not shelved. They should let the clerk to the Council have an exact statement of the boundaries of the desired new polling district; and, if this is in legal phraseology, so much the better, because the goodwill of the clerk and his staff is not a negligible factor, and it is well worth while to save them a little trouble. In order to prepare such a statement for the clerk one needs a map marked with parish boundaries. The best for this purpose is officially described as an "Index to the Ordnance Survey of Parts of [names of counties] on the scale of

25.344 inches to one mile." The "Index" itself is on the scale of one inch to the mile; its value lies in the fact that the parishes are separately coloured. Unfortunately, this "Index" cannot be obtained for all parts of the country; I have been informed that the Ordnance Survey Office has ceased to publish it, so that only old copies are still extant. The next best map is the ordinary uncoloured Ordnance Survey Map on the scale of one inch to the mile, with parish boundaries marked.

In these days of "economy" there may be some difficulty in securing an additional polling station on account of the extra expense. Where, however, it can be shown that an existing station could with advantage be transferred to a fresh place, the case is unanswerable, as there is no additional expenditure involved. To make this point, however, it is necessary to ascertain what is the approximate figure which the Returning Officer considers the limit for one polling station. There seems to be a general opinion that not more than 750 voters should be accommodated at one station, though I believe there have been rare cases where well over 800 voters have been allotted to one station. In the Yeovil Division there is a polling district made up of the following parishes:—

Barrington	186 electors
Puckington	60 "
Seavington	168 "
Shepton	297 "
Stocklinch	71 "
			<hr/> 782

(The numbers given are, of course, exclusive of absent and non-resident voters). I have tried to persuade the Returning Officer that there should be two polling stations at Shepton, which is the polling place, but in vain. He admits, however, that "782 is about the limit," and I am hoping that the electorate may increase so considerably in this polling district that he will be compelled to provide a second station. In that case, I shall endeavour to obtain a petition from the electors of Barrington, Puckington and Stocklinch parishes, asking that one of the existing stations may be transferred to Barrington. A more complicated example will illustrate the methods to

be adopted in planning a concrete scheme of polling reform. The Merriott polling district in this Division used to consist of the following parishes:—

Hinton	316 electors
Merriott	648 "
Chinnock	174 "
			1138

There were, of course, two polling stations, and I naturally wished to find some means of dividing the polling district into two portions. This was impossible, however, for Hinton is on the west of Merriott, whilst Chinnock is on the east of it, and if a proposal had been made to transfer one of the existing stations to either Hinton or Chinnock, it might have been contended that the rest of the polling district still required two stations. (I ought to add that the Somerset County Council has gone mad in the direction of "economy" and would certainly not sanction new expenditure on polling facilities for farm labourers). Beyond Chinnock to the east, however, lie the parishes of Chiselborough, Norton, and Stoke, in the order given. The electorate was:—

Chiselborough	139 electors
Norton	216 "
Stoke	729 "
			1084

These three parishes formed a polling district with two polling stations at Stoke. I therefore secured the transfer of one of the Stoke stations to Chiselborough, to serve for a new polling district, consisting of Chinnock, Chiselborough, and Norton. This solved the problem of the Merriott district, for I was at last able to show that one of Merriott's two stations could now be transferred (without extra expense) to Hinton, to serve for a new polling district consisting of Hinton and another small parish previously belonging to the next polling district.

Allied to this subject is another question of importance, which concerns parish boundaries, though it does not involve any alteration in the location of polling stations. The areas and boundaries of English parishes are

(Concluded on page 17)

AGENTS' ASSOCIATION NEWS

A meeting of the Adjustments Board was held in London on the 3rd inst., when there attended Mr. Sidney Webb (chairman), the Rt. Hon. Arthur Henderson, M.P., Mr. F. O. Roberts, M.P., Coun. S. Hague, J.P., Mr. E. Baldwyn, Mr. H. Drinkwater, and Mr. Egerton P. Wake (secretary to the Board). A number of applications for endorsement were dealt with, most of which were acceded to and some of which were refused. Certain cases brought out some points of considerable interest and importance bearing on the development and work of the Party.

We regret to record the death of Mr. Fred Webb, of Staverton, late part-time agent for the Daventry Division, whose death recently occurred very suddenly.

A meeting of the E.C. of the Agents' Association was held on 29th September. Reports are being given to the district meetings by the E.C. members present. Several points of general principle were under consideration as were also a number of matters concerning individual agents.

The West Midland agents recently went over the works of the Birmingham Printers, Ltd., where they were shown many matters of considerable interest and instruction, and were briefly addressed by Mr. Frank Bruff, manager, on various points of concern to intelligent customers.

The North-Eastern agents recently met the Women's Advisory Council at Newcastle-on-Tyne with, we believe, mutual advantage. The Lancashire and Cheshire district listened this month to a lecture by Councillor S. Hague, chairman, on "Election Expenses and Returns." The London District intend this winter also to carry on their plan of hearing a lecture at each meeting.

Steps are being taken to form a district of the Agents' Association in the Eastern Counties, in order to give the members there an opportunity of an occasional meeting. A similar step for agents on the South Coast has been postponed through unforeseen local circumstances.

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Journal devoted to the
organisation of Labour*

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WHAT AN AGENT SHOULD KNOW ABOUT PRINTING

By H. STEPHENS
(Labour Agent, King's Lynn).

II.—TYPOGRAPHY.

In the last issue the following general essentials were dealt with: Power of Attraction, Originality, Producing Easily-Read Printing, and Economical Production.

This article is intended to explain the elementary principles of typography, in order that agents may understand the possibilities and limitations of type, and how type is measured.

WHAT TYPE IS.

A type is a piece of four-sided metal, the top of which contains a letter, figure, ornament, or other character. The actual character itself is the "face" of the type, the remaining portion is called the "body." The face does not cover the whole of the "body"; there is a little space—blank—below the character which is called the "beard."

SIZES OF TYPE.

Type-size means the size of the type from the top of the letter to the bottom of the letter, plus the "beard." The

basis of measurement is the "point." The Standard Point measures .013837 of an inch. There are approximately 72 points in an inch. This measurement, of course, refers only to height of letters, not width.

Sizes of type in common use:—

48 Point

Plantin face

THE
The L

36 Point

Plantin face

THE L
The Lab

24 Point

Plantin face

THE LABO
The Labour

18 Point

Plantin face

THE LABOUR
The Labour Org

12 Point

Plantin face

THE LABOUR ORGA
The Labour Organiser de

10 Point

Plantin face

THE LABOUR ORGANI
The Labour Organiser deliver

8 Point

Plantin face

THE LABOUR ORGANISER DEL
The Labour Organiser delivers the bac

6 Point

Plantin face

THE LABOUR ORGANISER DELIVERS
The Labour Organiser delivers the bacon and
makes victory sure!

It is quite easy to estimate the number of lines of type that can be got into any depth of space. A point being $1/72$ of an inch, 72 point type will take one inch of space; 36 point type will occupy half that space, 18 point a quarter, 12 point a sixth, and so on. The following table will be found useful:—

Points.	Lines to the inch.
6	12
7	10
8	9
10	7
12	6
14	5
18	4

Having ascertained the average number of words to a line of a given length, you will be able to determine how many words will go into the space available, whether it be a two-column advert. in a newspaper or an ordinary leaflet.

It should be borne in mind that the standard unit by which a printer measures space is the "pica," or "em," which is 12 points. There are 6 picas to an inch. A printer does not say the columns of the "Daily Herald," for instance, are two inches in width, he says they are 12 picas or 12 ems in width. The columns of "The Labour Organiser" are also 12 ems or 12 picas in width.

The smaller the type, the shorter the measure (width) should be: 5 point should never be set wider than 14 ems, 6 point—18 ems, 8 point—26 ems, 12 point—50 ems.

Of course, in estimating space, due allowance must be made for paragraphing, short lines, etc. If in doubt, always write less copy. It is an easy matter for the printer to "white out" a little. A printer can always expand, but he cannot contract: when the type is set.

VARIOUS CLASSES OF TYPE.

Type is roughly divided into two classes: body type and display type. Body type, as its name implies, is used for all matter not requiring display. Display type is bolder than body type, and is used for those lines requiring prominence, such as headlines, sub-headings, special points, names and addresses, etc. The faces of body types most frequently used are Old Style Roman and Modern Roman.

The following specimen will show the difference between these two styles:—

12 Point Old Style Roman.

The profound thinker
always suspects that he is
superficial.

12 Point Modern Roman.

The profound thinker
always suspects that he
is superficial.

Display types are made in sizes from 6 to 72 point. Some of the most frequently used are Cheltenham, Chatsworth, Caslon, Windsor, Venetian, and Wren.

In addition to ordinary body type and display type, note must be taken of "Italic" type. Italic is sloping type used for the purpose of emphasising and for making quotations.

RULES AND BORDERS.

Every printer stocks a variety of plain rules, ornamental rules, and borders of various patterns. The rules, like the type, are on the point system, their sizes usually being 1, $1\frac{1}{2}$, 2, 3, 4, 6 and 12 point. Ornamental borders can usually be had from 3 point to 24 point in size.

In printing offices small letters are known as lower case (usually referred to as "l.c.") and capital letters as "caps," or "upper case." The word "case" means the shallow box that holds the type; the "lower case" contains the small letters and the top or upper case the capitals.

Having explained these basic principles of typography, the next article will deal with the Layout and Arrangement of Types, Rules, Borders, etc.

(To be continued.)

Enclosing payment for eight dozen "Labour Organisers," the Doncaster Divisional Labour Party say "your 'Organisers' were very much appreciated." This is the umpteenth letter in the same note which we have opened this month. A proposal has been made to paper our office with similar testimonies, but has been turned down because of the huge quantity that would be left over. Seriously, the "Labour Organiser" *does* help.

LOCAL NEWSPAPER MEMS.

No. 1 of the Moss Side "Mercury" has reached us—a new monthly of eight quarto pages, promoted by the Manchester Co-operative Party, of which the secretary is Mr. T. Anderson. An interesting and commendable feature is the Woman Voters' page, which is original in thought and telling in expression. All the other contents bear witness to the close alliance that exists between Co-operators and Labour, and we have no doubt the Moss Side "Mercury" will have a useful career. We note the printers are the same as those who produce the "Labour Organiser."

Address: Mr. T. Anderson, Holyoake House, Hanover St., Manchester.

A copy of the "Mid Northants Commonwealth" has reached us. This journal is the organ of the Mid Northants Co-operative Council, and is printed by the National Labour Press, Manchester. The paper is not ambitious in size, but its contents, distributed as they are, gratis, into 16,000 homes, should do much to make the seat of Mr. A. E. Waterson, M.P., safe for Labour and Co-operation. Over 200,000 copies of the "Commonwealth" have so far been distributed, and this is no mean accomplishment. We would venture to suggest that the third page should be devoted, if possible, entirely to home and hobby interests. We are great believers in taking jam with the physic, and experience shows that the course suggested adds greatly to the effectiveness of a gratis publication. A purely propagandist organ is not read to the extent that a free journal is which contains matter of general interest.

Address: The Gables, Bath Road, Kettering.

We note that the "South Leeds Citizen" is now incorporated with the "Leeds Weekly Citizen," and, we trust, to the advantage of both districts formerly covered by these papers. On general grounds we would commend movements which tend to the establishment of one instead of two or three Labour newspapers covering a definite centre of population. We have noted in some parts of the country just a tendency to desire an entirely original journal, rather than come in under one

of the standardised schemes afloat within the Party. The "Leeds Weekly Citizen" itself has been for a long time based upon the Labour News Service, and this we regard as an addition to its strength and prospects. It is worthy of note that this paper, which by-the-by is a weekly, price 1½d., contains a goodly portion of good and attractive general advertisements, while the "Citizen," we believe, makes a record in the number of Trade Unions and Party advertisements which it contains. There are several interesting local features in the paper, which also contains a serial by Annie O. Tibbits. We notice from the correspondence columns of a recent issue that the workers in South Leeds decided some time ago to devote the time usually spent in distributing the "South Leeds Citizen," to canvassing for readers of the weekly "Citizen." Considering they have a good three-haporth to offer, we should be glad to hear that this has been done and has proved successful.

Address: 14, Upper Fountaine St., Leeds.

The "Gateshead Labour Party and Trades Council Monthly Circular," which we trust our friends will approve our contracting to the "Gateshead Monthly Circular," has now reached its seventy-second issue. It is a four-page issue with some very spicy apropos paragraphs and articles, and should make interesting local reading every month. There are several features of general interest. We note the imprint of this journal reads: "Printed by Stephen H. Wilson, 172, Bensham Road, Gateshead." In no part of the journal do we find an address given for the publishers or of the editor. Do we correctly infer that the Gateshead Labour Party and Trades Council and the "Monthly Circular" are both so well known that no address is deemed necessary?

There is one local Labour journal, which under a bond of secrecy we must not name, whose promoters tell us has been making money so prodigiously, that certain election funds are going to receive a surprise benefit when the time comes for declaring accounts. This is so refreshingly original that we earnestly wish for an early release from our promise not to "blow the gaff" before hand. We

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NOTE.—We are pleased to give assistance to any reader whose duplicated copies are unsatisfactory irrespective of the make of duplicator used. Enquirers should send a sample copy of their work to our head offices.

SPECIAL TERMS TO LABOUR PARTY AGENTS,
from whom we have several Testimonials.

can, however, assure our readers that the paper is one of the "Labour Press Service" series, and is a lively kicker which has received mention more than once in our columns.

We were glad to receive recently No. 24 of "Our Opinion," the organ of the Miles Platting Independent Labour Party, which, as everybody knows, is the force behind the organisation in the Division of Manchester for which the Rt. Hon. J. R. Clynes, M.P., sits. We believe "Our Opinion" is gratis, though it is not so stated, and if so, the leading articles by Mr. Clynes should secure the publicity they deserve. In the September issue we note a forcible statement of the present Parliamentary position and the attitude of the Government on Parliamentary questions of moment.

Address: 2a, Enoch Street, Miles Platting.

The West Cumberland "Gazette," in which, by-the-by is now appearing a series of highly informative articles by Mr. T. Gavan-Duffy, on "Germany As It Is," is almost the only local journal which reaches us with unfailing regularity, and without inexplicable breaks in sequence. Yet we are invariably glad to peruse journals that are sent, and to pass on information of value to them and concerning them. Will publishers of Labour journals please take the hint and forward their journals regularly?

Several Local Labour newspapers are finding the prevailing distress accentuating their own normal difficulties. We hear of one paper which is losing at the rate of nearly £10 a week; of another weekly that temporarily ceased issue last week; and of a third which has had to reduce its size to four pages. We cannot believe that the local movement in each case is doing justice to the opportunity its own local paper presents to it. There is something wrong somewhere, and it seems impossible to convince some comrades of the immense injury done by the Capitalist Press, which Labour has to stem by means of these papers. In the three cases named we believe, too, that some support has been diverted from the local paper to the "Daily Herald." We believe that this would be the

last thing anybody connected with the "Daily Herald" would desire, and surely the price of the Local Labour weekly can be spared for the seventh day on which no "Daily Herald" appears. Some of the enthusiasm might well be shared with the local effort, for surely the task that lies to hand is as important as the greater one, even though it be insistently stressed.

In contrast to the difficulties which some papers are experiencing is to be placed the extraordinary success of the initial issues of the "Walthamstow Observer." This paper is run on exceptional lines. It is a monthly, of which 13,000 copies are printed, 10,000 of these are distributed free and of the remaining 3,000 copies, 800 copies are sold, leaving the balance for free distribution. We should say that the lots of 10,000 and 3,000 are used in the East and West Division of Walthamstow respectively. From the copy of the paper before us we observe that exceptional success has attended the advertisement department, and, indeed, the proposition which the "Walthamstow Observer" is able to put before advertisers is one in favourable contrast to their expenditure in handbills, circulars, etc. It is worth mentioning that while there is a subsidy of £5 per issue available in respect of this journal, it has hitherto paid itself, and it has been unnecessary to touch this reserve. It is hoped that the next issue may be increased in size. Mr. S. J. Donoghue, the local organising secretary, expresses in his letter to us appreciation of the valuable assistance and advice he has derived from the Publicity Department of the Labour Party in launching this paper.

The Sparkbrook (Birmingham) Party are selling the photographs of their candidate, Mr. E. W. Hampton, which has been produced by a special process in post card size, handy for mounting or use through the post. The reproduction is excellent, and we understand that Mr. Hampton, whose address is 262, Corporation Street, Birmingham, is able to secure similar supplies for any local Party at a rate of about £3 per thousand, a figure which leaves a splendid margin for raising the wind.

THE NEW SOCIAL ORDER AT THE VILLAGE PUMP

By W. B. HARGREAVES,
Labour Agent, Gainsborough.

I have been particularly interested in the articles and suggestions of the Editor and others re outdoor meetings, and as one who has perhaps addressed and convened a thousand open-air meetings of one kind and another, I may claim, like the C.O. speaking about prisons, to speak with authority!

Much more than open-air meetings are required to popularise our programme and to gain seats: a well-equipped local and national Press, a large number of posting stations, a large number of vehicles, more determined and steady sustained efforts—all these things count even more than meetings. Yet well-conducted open-air meetings are valuable to our party. They can popularise the candidate. I often think that we of the Labour Party do not impress the personality of the candidate strongly enough upon the electorate. His name and his face ought to be household possessions, known to father, mother, and children, too. He then becomes, as it were, an old friend. They know him! When this stage has been reached, victory is not far off, if the candidate and officials of the party conduct affairs with ordinary discretion and sagacity. The open-air meeting can do much in helping to reach this desirable state of things. What then shall we do to assure successful outdoor meetings?

Firstly, get speakers with good voices and good styles.

Secondly, get a meeting place as near a main road as the authorities allow. (Here, may I interject that it should be a place where there is no danger from passing traffic, or the police will certainly intervene?)

Thirdly, advertise it well. To attempt to run meetings without advertisement is inviting failure.

Fourthly, instruct each speaker in the little peculiarities of the district. If it is a mining or engineering district, obviously not a great deal of interest will be taken in the price of land and the embargo on cattle. If it is an agricultural district a discussion on fabric gloves and textiles will leave them cold. If it is strongly Primitive Methodist, or Wesleyan Methodist, or

some other -ist, to dwell on secular education is not very persuasive Labour politics.

Fifthly, a little before the meeting go round the district with a bell and announce distinctly. The people may laugh; some may comment adversely; some may stare with reproach; but they will drift down in twos and threes to the meeting. I repeat, it may not be very dignified; and when local friends have gently but firmly declined to run round with the bell, your humble servant hasn't been afraid of sacrificing what little shreds of dignity he still has by becoming a temporary town crier!

The Liberal and Tory politicians, and to our regret let it be said, sometimes even our Labour speakers, have convened meetings and failed to attend. The villager doesn't forget this, and when he sees an announcement or handbill convening a meeting he remembers the last one which didn't come to fruition—and stays away. But when a bell and melodious voice notify him that Mr. Read, of Coventry, is here to discuss matters with him—that is a different matter.

Now, how shall we advertise our outdoor meetings? Experience taught me that the post is the *best* medium. If I remember rightly, friend Stevens, of King's Lynn, some time ago, in an article in the "Organiser," urged the use of a duplicated, brief, and courteous invitation. This is good, but it may sometimes happen, as it has happened with me, that posting 1,000 envelopes and invitations costs too much. I have got over this difficulty by large hand-painted notices in as many places as possible. Even in villages there are any amount of wall-ends, doors, and barns which may be used if courteous inquiry is made. I have asked many times for permission to put up a temporary poster, and have only seldom been refused. The village notice-board, the village pub, and the village school, are much better advertising stations than shops, and most village publicans will put up a notice in their tap rooms and similar places where the thirsty gentlemen congregate. Advertise the meeting as well as possible, and interest is more or less aroused.

In Gainsborough Division, fifty outdoor meetings have been held since March. In every village Mr. Read,

our candidate, has spoken to attentive and appreciative audiences. In nearly every home a neat bill bearing his photograph has been left, and as a consequence he is far better known than either the sitting member or his Liberal opponent. The result, of course, is on the knees of the gods, but this much I can safely prophesy, that the awakening of Gainsborough Division is not far off, and we shall certainly reap, if we faint not, for we've earned the night's repose!

SYSTEMATIC ELECTIONEERING

CANVASS RETURNS IN GRAPHIC FORM.

By W. STEWART RAINBIRD
(Agent, East Ham North Division.)

II.

(Continued from last month.)

HOW TO MAKE A DIAGRAM.

The materials needed to make up diagrams upon which graphs are to be plotted are inexpensive: (1) Sheets of Reeves' C/m (centimetre large squares, and millimetre small squares) draughtmen's squared paper, Imperial size; (2) a perfectly straight, bevel edged ruler, marked along one edge in centimetres and millimetres; (3) waterproof drawing inks in black, red, blue, yellow and green.

Aim at uniformity in the size of the sheets which are to carry diagrams, by grouping, say, a couple of the lesser polling districts upon a sheet, the size of the sheet being determined by the larger polling districts. This grouping, however, is merely an economy in paper—secure uniformity to promote handling and filing.

In drawing the diagrams, decide first the length of sides B and D, remembering Sundays are to be excluded. Generally a length of 21 active days should be suitable, but the length of time may be greater or less, so long as each diagram is the same.

The length of the sides A and C will be determined by the number of electors plus a margin to allow for a possible increase of electorate. The four sides are to be drawn in black ink.

Side A will be marked in hundreds from zero upwards (see illustration). Side D will be numbered in active days, beginning with I at the line C. Side B may not be marked until polling

day is known, when it will be dated backwards from the right, the first date being the day before polling day coinciding with the last active day of canvassing. Sundays must be excluded on this side, as on side D.

The red line denoting the limit of electorate must be put in from the register on which the election is fought.

The index letter, and memorandum of the colours of the graphs and explanation marks complete the diagram.

The master diagram containing the totals for the division will be made in the same way, but for convenience in plotting the value of one active day per C/m square need not be adhered to; in fact, two squares to each day would yield a more readable graph in this case. Again, the C/m square may be given a value of 1,000 in place of 100.

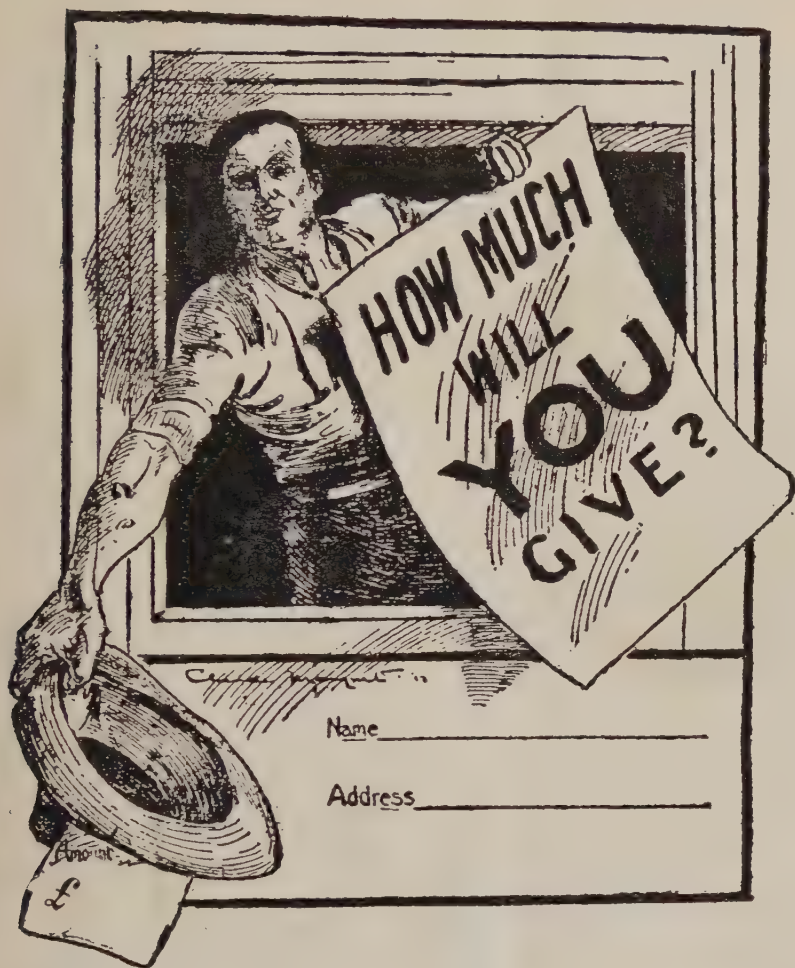
Diagrams may be made on paper with larger rulings, say, in tenths of an inch, so long as the principles laid down above are observed.

PLOTTING THE GRAPHS.

The point of origin of each graph will be identical, and it will be decided by the beginning of the canvass. On whatever day the canvass begins the point of origin will lie on the intersection of the line for the preceding day with the line D. Thus the return of any category for the first day would be plotted by counting up from D upon the line for that day the required number of squares, and marking the peak. The graph is then ruled in its distinctive colour from point to peak. The point of the graphs for the succeeding day will begin at the peak of the preceding day.

AN OBJECTION.

It has been asked how would a graph apply where returns are spasmodic or in some way irregular? The answer is, The graph will reflect faithfully the spasm or the irregularity in its true proportions, whilst the table tends to hide it. Further, if returns are so inaccurate as to be valueless, it is absurd to collect them at all, but if there be any value in the canvass return the graphic form of presentation is superior to the tabular form because the former presents rate and the latter does not. It is the rate that matters.



The above is a smart design, copied, we believe, from an American paper, used by the Coventry Labour Party in an appeal for funds. As will be noted the subscriber writes the amount he promises on the tab in the hat, then filling in his name and address. The striking nature of the illustration and its typical American grip should commend this form of appeal to many "comrades," and in the hands of some of them we can imagine that quite considerable sums would be raised by its means

TRADES COUNCIL OR LABOUR PARTY?

WHICH SHALL IT BE?

Since the launching of the Labour Party's new Constitution in 1918, there has been a steady diminution in the number of Trades Councils, while according to the latest report of the Labour Party no fewer than 2,400 Local Labour Parties are now in existence. The supplanting of the old Trades Council by its newer and livelier successor, the Local Labour Party, has been carried out by a steady series of amalgamations and absorptions and with few exceptions, these movements have resulted in greater virility and power in the Local Movement combined with a greater public interest in the doings of the body concerned.

In few important areas in the country do Trades Councils to-day still pursue the old and even tenour of their ways, and when they do, in fewer places still can it be shown that Labour is achieving the success that elsewhere attends it, or is keeping abreast with the advances that the movement has made in the country elsewhere. Trades Councils seem most to persist in the benighted backways of the country where, in the smaller townships, the Labour Movement struggles on in the atmosphere of 30 years ago, with not much more prestige or success than was attending it in the days of the L.R.C's. It is almost alone in these back waters that one hears to-day the old familiar arguments against political action and "politics in the branch" that were the stand-by of the stick-in-the-muds some years ago. Conservatism in the Trades Unions has been mostly found out, but still in some parts of the country, with perfectly good intentions, it is thought easier to establish a Trades Council than to establish a Local Party, and without knowing much about it local enthusiasts sometimes do this only to regret later that in some cases they have actually built up an obstacle to further progress.

I yield to no one in the admiration accorded to Trades Councils for the great work they have done in the past, and in the education and enlightenment, however limited, which they have been the means of affording the

worker in their areas. At a time when the great political organisation of the workers was little more than a Federation of Trades Unions and the recognition of Local Parties was not complete, Trades Councils in many areas proved worthy champions in their days and useful exponents of Labour views. They assisted to crystallise Labour opinion and they did much to reduce friction between Unions and pave the way for understandings and amalgamations that have since taken place. Indeed, they were the practitioners of "Solidarity" in the constituencies and to their teaching and their work we owe much.

But the times have changed and the old order of things is no more. Trades Councils *as such* are played out. Never fighting organisations, Trades Councils are not weapons that are effective in the intensified warfare between Labour and its opponents—warfare that at any rate for years to come will find its chief sphere in the political field.

Yet there is new life and salvation for the Trades Council once it boldly accepts the conditions of to-day and brings itself up-to-date by adapting itself to the new order, and by adopting rules which make it a fighting political machine as well as a body for counsel and deliberation.

During the past few years Labour has examined its organisation on every field, and in every place it was found wanting. It has been brought up-to-date. Only in the relics we have referred to has this process not been accomplished, and it is here that out-of-dateness and insufficiency is most glaring.

The very constituents of Trades Councils themselves have for years past been bringing themselves into line with modern industrial and economic conditions, and innumerable and far-reaching amalgamations have been the result. Old rules have been revised, and the shop stewards' system has secured recognition. The order is change and greater efficiency everywhere. Where Trades Councils survive they alone have stood still and suffered no alteration.

On the national industrial field the Trades Union Congress itself has undergone a vital change. The Parliamentary Committee is no more, and the General Council takes its

place. The T.U.C. has been modernised.

On the national political field the Labour Party underwent a complete reconstruction five years ago. It, too, was modernised and made a fighting machine.

The Trades Council has therefore ample example before it, and once the process of examination of its utility in the light of modern needs is undertaken, it is seen that the time has come to give over passing resolutions and to create instead a machine that will send men to Parliament pledged to carry those resolutions on to the Statute Book. In the early days of the Trades Councils this was a prospect beyond our dreams, and the possibility of a Labour Government was a prospect which lured only a few. Surely the outlook to-day has been changed, and the lessons of the past two years, especially, so written on the Trades Unionist mind that even the dullest might see that the Trades Council halts to-day at the very spot where it should begin? That the times call for action clear and decisive on the political field?

It is claimed sometimes for Trades Councils that they represent a need on the industrial field and that their existence as industrial bodies should not be hampered by political functions.

In the first place it would be difficult to say what object Trades Councils serve that they could not equally serve when combining their functions with electoral action. Certain it is that there is not a single Trades Council in the country which could prove its objects and actions to be purely industrial. Many, making that profession, are actually affiliated to the existing Local Labour Party in their area and have thus already compromised that over-prized industrial chastity; while if the minute books of most T.C.'s could be examined their contents would disclose a long series of discussions and resolutions on what are obviously political questions.

And resolutions and prayers to the Prime Minister will save nothing—not even the wasted postage expended in dispatching them!

By-the-way, what is an industrial question? One remembers the time when one's ration of sugar depended on the action of one of H.M. Ministers elected by the votes of Miles

Platting electors. Our food supplies were at the same time administered locally by the people who had previously sought our suffrage. Food became a political question? Again, when is a strike an industrial question pure and simple? (It perhaps is unkind to remind the apologists for existing Trades Councils that they are never consulted on such *prima facie* industrial questions as strikes). One remembers that all the big strikes of the last few years have become political questions inside 24 hours. We would like to know where the dividing line lies. The Pecksniffian attitude of some Trades Unionists to "political objects" is a thing to smile at. The last retreat of these out-of-date gentlemen is to be found in the obscure Trades Councils of the country. One would like to know precisely what is the unclean thing about political action to which they object? The plain fact is, that in their Local Movement in most cases it will be found to be a case of the tail wagging the dog, and the reactionary rump of Trades Unionism is getting its way by preventing the creation of an up-to-date Labour organisation. We have known many instances where Conservative and Liberal Trade Unionists, assisted by the weak-kneed and the softly-considerate, have had their "feelings" respected to the undoing of Labour's real purpose. It is absurd that Liberals and Tories joining Labour organisations should be permitted to hold back the creation of the right sort of machine.

One of the reasons we heard once given for the non-existence of a local Party was that if the Trades Council were converted into a local Labour Party one of the prominent Unions in the town would have to secede, this Union having no political fund. We may here point out that if the members had no political fund it would be obvious that they were saving the payment of such, and that the proposition could therefore be reasonably made to them that they should raise a fund in their own branch for the purpose named. We have known this done, and we know of no real obstacle which would prevent local determined people from bringing all Trades Union branches together in one organisation and under one banner for political purposes.

MUNICIPAL MEMS.

SOME SUNDRY REMINDERS FOR THE COMING ELECTIONS.

Payments for the conveyance of voters to the poll are strictly prohibited, whether paid by way of hiring of horses or carriages, railway fares or otherwise. There is no prohibition against the use of hired vehicles for other purposes, such as the candidates' use, or the conveyance of workers, stores, etc. Even taxis may be hired for this purpose.

Care must be taken that no payment or consideration is given to the voter for the use of his premises for the display of posters unless such voter is a professional billposter. No offence is committed if a payment is made to a non-electoral even though he is not a billposter by profession.

On no account must any money be paid on account of committee rooms in excess of the number allowed (see September "Labour Organiser"). Nor must any payment be made to clerks or messengers in excess of the number allowed. It is also a serious offence to exceed the maximum expenditure laid down for any ward.

Where a person is prohibited by statute from voting at any election it is an illegal practice for him to vote, and a person who induces him to do so is equally guilty.

Any person who before or during a Municipal Election publishes a false statement of the withdrawal of a candidate at such election for the purpose of promoting or procuring the election of another candidate is guilty of an illegal practice. It should be noted that the law refers not only to false rumours spread at the last minute but to malicious mis-statements made even before an election has commenced.

In addition to the prohibition regarding payment for the hiring of conveyances for electors, it is also an offence for a person to let, lend or employ any public carriage, or animal kept for drawing the same. To hire,

borrow, or use is an equal offence to that of letting, lending or employing.

A person who corruptly induces or procures some other person to withdraw from being a candidate at a Municipal Election in consideration of any payment or promise of payment commits an offence, and the person so withdrawing is placed in the same category.

Payments for bands of music, torches, flags, banners, cockades, ribbons, or other marks of distinction are prohibited. Every bill, placard, or poster having reference to a Municipal Election must bear the name and address of the printer and publisher. Ordinary printed stationery can hardly be held to come under this clause, unless drafted in a form which has a savour of advertisement. Even written or typed bills, placards, or posters require the name of the "printer" (i.e., the producer) and the publisher.

Premises which are licensed for the sale of intoxicating liquor or on which refreshments of any kind, whether food or drink, are ordinarily sold for consumption on the premises, and any premises where liquor is supplied (even if not sold) to members of a club, society or association, are prohibited for use at a Municipal Election, either as a committee room or for holding a meeting. Exception is made in the case of a part of such premises ordinarily let as offices or for the holding of public meetings, if such part has a separate entrance and there is no direct communication with any part of the premises on which the matters before mentioned are sold or supplied.

Such corrupt practices as treating, undue influence, bribery and personation are, of course, all punishable by heavy penalties when committed at a Municipal Election as at a Parliamentary Election.

It should be noted that no provision exists for the payment of an election agent at a Municipal Election, and if one has been employed for payment his fee would rank as payment to a

clerk, and it must be so described in the return of expenses.

The return of expenses (only required for provincial boroughs) must be sent in to the Town Clerk by the candidate within 28 days after the day of election. It should be noted that the onus is on the *candidate*. The declaration (the form of which is prescribed by the Municipal Election Act of 1884) must accompany the return.

Any candidate if elected who fails to deposit the return and declaration forfeits £50 for every day on which he sits or votes. Any person who sues for the money *may* receive same from the guilty candidate.

The form of declaration of election expenses is not that prescribed for Parliamentary elections, but the latter may be modified to serve by omitting the entries referring to expenditure not permitted at a Municipal Election, such as agent's fee and sub-agent's.

The return may also be made in the agent's own style without classification, as is done in Parliamentary elections.

(Concluded from page 5)

in an almost hopeless muddle, and any Government which wished to make democracy effective would insist on a reorganisation. (Similarly, a redistribution of seats in Parliament is needed, in spite of the attempt made in this direction in 1918). One result of the present chaos is, that electors who are within a stone's throw of a polling station in an adjoining parish often have to walk from two to three miles to the station in their own parish. What is needed is the splitting of the parish and the transfer of one portion to another polling district. Here again I advocate a petition from the voters themselves, organised by the Labour Party. I am not enamoured of the idea of begging the farmers on the Parish Council to make the necessary application to the County authorities—let the Labour Party grasp every opportunity of appearing as the people's champion.

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LESSONS FROM LONDON

By R. T. WINDLE,

National District Organiser, London Area.

Recent experience in By-Elections has brought out a few points well worthy of consideration by all who have the responsibility of the conduct of Labour's future campaigns. In the series that have taken place in London recently, with which I have been closely connected, the one thing that has been most pronounced is that the electors are more willing to read than they used to be.

With the development of the popular press and its host of daily papers and periodicals, sporting papers, gardening and cheap technical journals of so many kinds, it is unusual to find a person who has not an interest in one or more of the present-day publications from some particular angle. I do not suggest that all these publications are of great educational value, but the fact that people are cultivating the habit of reading more generally is an enormous asset to the Labour Party and to its electoral progress through the country.

Not long ago in an election campaign, it was considered to be the correct thing to issue a number of leaflets of the "stunt" character that would catch the eye and appeal to the imagination of the uneducated electorate. We had the period of "Make the Foreigner Pay," "The Land for the People," accompanied by Mr. Lloyd George's land song, "Chinese Slavery," "The Big Loaf versus the Little Loaf," "Hang the Kaiser," "Make Germany Pay." All these were mere election-catch-phrases that saddle the contesting Parties with no serious responsibilities, because they never intended to give the "Land to the People" or to "Hang the Kaiser." Those contests were conducted upon the emotions of the people after the correct atmosphere had been created, and in very few cases did the literature that was issued contain reasoned statements of policy. It is our business not to depend on "stunt" methods as the other Parties have done, when to them it has only meant the swing of the political pendulum, but to take advantage of the fact that people do read in these days to a far greater degree than ever before, and to submit

a reasoned statement of what the Labour Party stands for in plain, homely language that everyone can understand.

In practice this has been found to be effective. At the South-East Southwark By-Election, a four-page quarto news-sheet was issued and was distributed to every house in the constituency. It was called the "Waltham Election News," and each issue contained more propaganda matter than could have been effectively displayed on eight handbills. In addition to that, the make-up was distinctive, and it was kept by the people to be read and did not have the short life that handbills usually have. No less than seven editions were issued during the campaign, which meant that we had established our own news service and were continually educating the electorate in Labour Party politics.

At the North Camberwell By-Election the same policy was adopted, and four editions were distributed to every house during that campaign. During the Kennington L.C.C. By-Election, when we had to make a great fight to get Mr. Harry Gosling back to the Council, the same policy was pursued, also in the recent South Hackney By-Election three editions of a similar paper were distributed to every house in what was considered to be one of the most difficult constituencies to fight.

Our message was going into the homes of the people where it was able to reach the great mass of people, who, though they have no set political views, so frequently determine election results—that great section who never go to political meetings and to whom you always have to go to put your case. What is more, the ground was being prepared for our canvassers. The information that had gone into the homes had removed many of the questions that would have been put to the canvasser on the doorstep.

I attach much importance to this type of literature because if Labour secured power through mere "stunt" tactics its difficulties would be the greater to retain power.

I know that some of our readers will think that enormous sums of money were spent on this enterprise, but if that matter is looked into it will be found to be the cheapest method of

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publicity that one can have in a campaign. One page I always devote to advertising meetings, the position of Committee Rooms, How to Vote, and numerous other things that one wants well circulated. The front page is always reserved in each issue, for leading matter, the other space is used for the development of our case as against our opponent.

I have dealt rather at length with this one subject, as I feel the importance of it. It is undoubtedly true that people do read more in these days. The Labour Party has been waiting for the people to read more, and whether we are engaged in the conduct of an election or in the development of our local Parties, we must pay all possible attention to literature. We have new political ideals to put before the people and the people are badly wanting relief from present-day conditions.

THE SECRETARY'S PAGE

Help and Hints in Season.

The Labour Party report of the Edinburgh Conference is now obtainable, and copies have been sent to the secretaries of all Divisional Labour Parties affiliated to the National Labour Party. Secretaries who have not received the same should at once enquire after an explanation. The report of the Party is a document of down-right vital interest and moment, and a supply should be ordered without fail by every Party whether Divisional or Local, for no active worker really ought to be without it. In fact, there is no other way in which a member may be kept abreast of the times and acquainted with the policy, procedure, and position of the National Party on many topics or of its administrative developments.

Speaking of affiliation reminds one that many Parties are somewhat lax in this respect, and in some cases of Local Parties who expect quite a lot from the National Party their own relationship by way of affiliation is very much open to question. Affiliation to the Party lasts from January 1st to 31st December, and there are those who, becoming neglectful in the payment of their renewal of affiliation fee, actually allow the affiliation to fall. This situation is a disastrous one

for all concerned, and if pushed to its logical conclusion by the chief office of the Party the lapse of the Divisional Party could not but be regarded as a symptom that required desperate remedy. Fortunately, most of these instances get remedied in time, but any slackness in affiliation is a sign of disease within the Local Party. As instance, let us point to the individual member, twopence of whose contribution should be sent to and preserved by the Divisional Labour Party as the nucleus (and collectively the total) of the affiliation fee payable to Head Office. If this fee is not duly paid it is evident either that no progress is being made in the enrolment of new members and the collection of old subscriptions or that the finance of the organisation has been allowed to get in a bad way and subscriptions paid have not been rightly accounted for. In this regard it should be pointed out that the twopence received in respect of each individual member's affiliation to Head Office is morally trust money and no Divisional Party has a right to touch these sums.

We have observed that some improvement is possible in the manner in which many secretaries deal with the engagements of speakers. Frequently speakers are engaged a long time beforehand, and not always has correspondence been clear and precise. It is no unusual thing for a speaker to have to write for particulars of his engagement, when such particulars ought to have been sent him beforehand. Every speaker should be notified several days before his meeting of the exact time and place, with as many other particulars concerning the nature of the arrangements for the meeting as is practicable. There are some secretaries who certainly advise the speakers but do it too late, when the speaker has perhaps already written. It is too often overlooked that a speaker may be away from home and his correspondence have to travel to one or possibly two other addresses before finally he gets it. Further, knowledge of the place and time of a meeting, particularly in a County Division, is essential to most speakers in order that they may fit in other arrangements and engagements. We have ourselves suffered from the absurdity of secretaries who simply will not be precise, and have wasted

the whole day travelling to an engagement that could have been reached by a train leaving hours later had the precise time and place of the meeting been known. On a recent occasion two telegrams actually failed to obtain the commencing time of a meeting, and an 84 mile road journey was consequently undertaken in woeful uncertainty as to whether one was going to arrive an hour too early or too late for the engagement.

A note on the conduct of meetings may not exactly deal precisely with the secretary's functions, but it certainly touches a matter in which he is vitally concerned. The secretary usually writes the minutes and it is he who often has to suffer for the laxity and irregularities that have grown up owing to the misuse of opportunities for discussing business arising from these minutes. In many meetings there is a pause after the adoption of the minutes wherein the chairman asks if any members have any matters to raise arising out of the minutes, and here follows in many instances a gross abuse of procedure and sheer waste of time. "Business arising" should never

be used other than for the purpose of securing information, and on a well-drawn agenda matters that were in the nature of instruction do not call for enquiry, as reports concerning them are entered as separate items on the agenda. Only too frequently the slacker and the windbag (neither of whom possess as a rule any sort of business acumen to perceive the folly of their ways) succeed in wasting a great deal of time in discussing inappropriate questions. The item on the agenda referred to should certainly not be permitted to afford an opportunity for re-discussing business that has already been settled. Nor should it be used for the purpose of taking further action on questions mentioned in the minutes, for such action should have specific notice and in any case should arise either on a report (further on in the agenda as suggested) or as new business at the end of the agenda. "Business arising" may in fact be used to obstruct every other item of business, however urgent, that legitimately arises on the agenda. The curtailment of the abuse that has grown up would do much to add to the efficiency of our meetings.

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OUR WOMEN'S PAGE

THE LITERATURE STALL.

One of the essential parts of the work of organising successful Women's Sections and local Labour Parties is a properly prepared system of selling the Party's literature.

It is important as well as business-like that a specially appointed person should take over the responsibility of organising sales of Labour magazines and the "Labour Woman." The first duty of such an official is to see that the chairman of every meeting, whether a business or a public meeting, should be supplied with a list of pamphlets or books for sale. On every agenda should appear the item—"Announcement of Literature." If the chairman prefers, the literature secretary or organiser should be called upon to make the announcement.

It is important that special articles should be referred to (such as the leading article in the September "Labour Woman"); this will create an atmosphere of curiosity which is the secret of good sales. If you can make your audience curious to know what is contained in your paper, they will buy. The mere fact of having a "bundle of stuff" for sale is not enough. Real live interest must be created, and that can best be done by special announcements from the platform, and this means, of course, that the salesman or woman must have read the things that are for sale, or at least know something about them.

To expect to rouse interest in literature by merely standing by without in any way explaining is the way to have a lot left over at the end of every month, and a loss instead of a profit on literature sales.

Mentioning profit, I want to suggest that Sections and Parties having gone on the lines suggested above (or perhaps on better lines) might regard the profit made on literature as sacred to the cause of literature propaganda, and should discuss spending money raised in that way in special leaflets now being published by the National Labour Party. The orange and black "Five Reasons" leaflet is a specially attractive one.

A good plan is to see that a new leaflet is slipped inside the monthlies each issue—along with a membership form. Now that we are responsible

for our own Labour daily let us take up the question of spreading the news by a more keen and systematic method of selling the excellent publications of the Labour Press.

We were interested to learn that at a new Labour Club successfully launched at Nuneaton (and due to the earnest work of Agent T. Langley), definite steps had been made to secure the complete and permanent control of the club by the Labour Party. The gradual drifting away from the Party that has established it of a club that has been launched by the political side of the movement, is here definitely insured against, and the control of the club by the Party itself is some guarantee of its efficient and creditable conduct. In the new Labour Club, membership is conditional upon membership of the Party, and only Party members are eligible. It is interesting to reproduce the form of application as hereunder.

NUNEATON DIVISION LABOUR PARTY.

Date.....1922.

Please enrol me as an Individual Member of the Labour Party for the year 1922. Annual fee paid.....

Signed.....

NUNEATON DIVISION LABOUR PARTY CLUB LTD.

The Arcade, Nuneaton.

Please register me, the undersigned, as a Member of the above Club for the year 1922. I am a member of the Labour Party and agree to abide by the Rulings of the Executive Council of the Labour Party for the conduct and management of the Club. A registration fee of 6d. is herewith deposited subject to acceptance of the Executive.

Signed.....

Our lively contemporary, the "King's Lynn Citizen," sends out specimen copies in wrappers, to which a brightly coloured label as below has been attached. The idea is worth copying.

THE PSYCHOLOGY OF POLITICAL PARTIES.

Our article on this subject has unfortunately been crowded out this month.

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